

**Headquarters for all lines of Hardware,  
including Linoleums, Table Oils,  
Beds and Mattresses.**

Fishing at Lake McGregor is providing enjoyment to a number of parties from Champion and district. To smell the delicious aroma from coffee and frying fish is becoming quite common in the vicinity of the Lake.

## Firestone Wins Again at the Indianapolis Speedway for the 17th Consecutive Year

Performance of this must be noted. It shows that Gun-Driving, 2 Extra Card Pins under the Tread and the other extra safety features in Firestone tires are not just claims but realities that make them different and superior to other tires. Choose the tires Champions buy — see the nearest Firestone Dealer today.

# Firestone

### Lack Of Purchasing Power

One often hears the comment that the prosperity of the cities and towns is dependent upon the prosperity of the farmers, but little is heard of its corollary, namely that the well being of the farmer hinges upon the prosperity of the urban centres, though the one is unquestionably as true as the other.

Possibly the latter has not been heard so frequently in Western Canada as the former because, until very recent years, the farmer's income has been largely derived from an exportable surplus of grain. Under such circumstances the consumer of the bulk of Western Canadian farm products was geographically remote and the fact that the affluence or otherwise of the consumer was of considerable import was but dimly perceived, if recognized at all.

However, this relationship between the Western Canadian producer and the consumer of his products has undergone a change in the past few years and indications are not lacking that the change may be even more accentuated in the next few years.

In the first place, during the past half dozen or so of depression years a substantial percentage of Western Canadian farmers have had little or no income to boast about. Because of a succession of dry years many of them had no crops to sell and others who reaped some wheat or other grains have not received sufficient price to render their work remunerative, partly because of the closing of former markets and partly because of the existence of a big carryover which could not be liquidated, except at tremendous loss.

As a result of their predicament many farmers, even with conditions somewhat more promising, have reduced their acreages needed to bread grains and are endeavoring to increase their output of other products, including livestock, some of which are finding an outlet to a limited degree in overseas markets and others on account of their nature or because of lack of processing facilities, must necessarily be disposed of in local centres.

In the case of those products which are exportable, it is necessary to find new markets or expand existing markets. In the case of products which must be disposed of in local markets, consumption capacity must be increased if the farmer is to be able to dispose of such commodities at a price to yield him a profitable return.

Too frequently in the past two or three years, farmers have had the experience of hauling or shipping produce to local centres only to find themselves faced with the choice of disposing of them at ruinously low prices or of taking them home again, unused.

The irony of the situation is that in many cases, perhaps in all of them, the produce would have been welcome in the home of the potential local consumers but, because of conditions which make it necessary for the farmer to raise such produce, these people were unable to buy it, or only at such prices as to render the transaction unprofitable to the producer. In other words, the trouble was lack of purchasing power.

There is no question that local markets are capable of consuming a great deal more local produce if the consumer had the necessary purchasing power and this brings us back to the original statement that the well being of the farmer is dependent upon the prosperity of the urban centres and, so far as Western Canada is concerned, this is much more true than it was a few years ago.

If new local markets can be opened up and the purchasing power of the residents of existing local markets can be increased the problem of the farmer will be at least partially solved.

Fortunately there is every reason to hope that the next few years will see the development of new local markets with the discovery of mineral wealth in the northern areas and its development, a process which is being greatly accelerated at the present time.

This, coupled with an increasing influx of tourists from other provinces and the United States give ground for belief that new markets for local products are in the making. That the latter has real possibilities, at present principally enjoyed by Eastern Canada and British Columbia, is evidenced in the recent publication of statistics showing that more money was spent in Canada by tourists last year than was realized by the sale of Canadian export wheat.

As for the expansion of existing local markets that is, as already stated, largely a question of purchasing power and how this purchasing power is to be increased is a question which is giving rise to a great deal of thought. Can it be done by some overt action or can it only be brought about by the ordinary evolution of economic processes?

One quiet student of affairs, whose name has never appeared in print and perhaps never will, suggested to the writer recently that it could be brought about almost overnight if ten or a dozen of the big industrial leaders of the nation would gather around a table and agree to increase salaries and wages of their employees. "If they did," he said, "they would purchase and display and sale of their commodities, but little or none to the other half of their business—the ability of the consumers to buy."

#### No Time For Nonsense

Bystander—"Did you get the number of that car that knocked you down, madam?"

Victim—"No, but the busby who was driving it wore a three-piece tweed suit, lined with Canton crepe, and she had on a periwinkle hat, trimmed with artificial cherries."

Just wishing for things to happen never gets you anywhere.

Natives of southern China have a great deal of salt, but seldom eat it; while peasants of northern China rarely see rice.

"Of course, my dear, she's still very handsome, but you should have seen her 10 or 15 years ago when she was five years younger."

"When a man carries a luck piece it doesn't work unless he does."

### Maintain National Credit

By Meeting Obligations To The Full Extent Of Capacity

Members of Canadian Manufacturers' Association meeting at Quebec, last April, approved the suggestion by their president, W. S. Morden of Toronto, that Canada, by application of "common sense and some old-fashioned methods, should anticipate the coming years with confidence and satisfaction."

The president, in a comprehensive annual review of world economic conditions presented at the annual convention, noted improvement throughout the world generally during the past year.

He was optimistic of the future but with an optimism came a note of warning against too ready spending and loose borrowings by governments.

"One feature in connection with the increase of public debt that is giving concern to many individuals and business men," he said, "is the increasing proportion of government obligations that is being acquired by banking institutions. It is, of course, a sound banking theory that when business and industry are depressed and banking funds are abundant, government securities form an ideal investment."

"This theory assumes that when industry and business revive and there is a greater demand on the banks for loans, the government securities can be readily disposed of to the investing public. But it is a necessary implication that the amount of security so held should not be greatly in excess of the capacity of the investing public to absorb. It is also widely felt that if our various governments had to look to insurance, loan and trust companies to provide the market for their chief purchasers of their securities the increased difficulty of floating loans would operate as a curb on borrowing."

Mr. Morden said the aim of Canada should be to maintain national credit "by meeting its obligations to the full extent of capacity, refunding our debt at lower rates of interest when opportunities occur, and reducing expenses."

Steadily improvement in conditions made it appear "reasonable to hope that the world, as a whole, is gradually recovering from the great depression, which culminated the progressive economic and trade disasters that followed and had their origin in, or were at least precipitated by, the dislocation of the war."

### New Type Electric Bulb

Steam Light Latest Development In Modern Illuminating Methods

A cigarette can be lighted in a jet of steam made by a new type of electric light bulb invented in the lamp development department of the Nela Park laboratory of the General Electric Company in East Cleveland, Ohio.

Results of the new development have been made public. The "steam" light is one result of a revolutionary change in structure of electric light bulbs made by a new art of welding metal to glass.

The steam bulb is about the size of a large household lamp.

It has a tungsten filament in a copper coil. This coil develops a jet of steam the size of a lead pencil almost instantly after the light is switched on. A piece of paper held in the jet curls up, smokes and turns to black ash. The steam with this burning power has a temperature of 1,300 degrees Fahrenheit.

### The Only Thing Left

At a court function, eye are told, Premier Mussolini scooped and picked up a handkerchief which King Victor Emmanuel of Italy and Ethiopia had dropped, and was profoundly thanked by the monarch. Well, His Majesty should be grateful. It's about the only thing left he can stick his nose into, states the Windsor Daily Star.

### Prince Rides Bicycle

When a Mongol prince, descendant of a long line of hardriding horsemen, abandons his pony for a bicycle, it is news in the frontier settlement of Kewlwin, Inner Mongolia. Prince Khang, a leading Mongol dignitary, shocked his compatriots recently by appearing on the main street of Kewlwin on a bicycle.

### Forgot To Forget

One of our newspaper friends says the Windsor Daily Star brings a good story of the absent-minded professor who had suddenly found himself at a dinner when he didn't want to attend. The professor rambled on something like this: "I didn't mean to attend this affair tonight. I meant to forget to come, and I forgot to forget." 2154

### Was Partly Modern

Promotion Of Coronation Date Broadcast To Empire

With forms and ceremonies inherited from the immemorial past, the date of the coronation of King Edward VIII, was duly proclaimed in London. But modern science and usages intruded even into medieval pageantry.

When the Earl Marshal, Duke of Norfolk, and his attendants stepped out upon the hourly walls of St. James's Palace, there was immediately in front of them a microphone to carry to the ears of the kingdom at large all that was said in the King's name. The proclamation set the date of the coronation as May 12, 1937. The date was announced in a special issue of the London Gazette.

While a fanfare blared from the silver trumpets of the Household Cavalry, the Garter Principal King of Arms, with white-gloved hands, unrolled a long scroll nearly a yard wide. In sonorous tones he began his reading. The King's guard of Grenadiers stood at attention, and the great crowd hushed into silence. By means of amplifiers, every sentence was heard distinctly to the farthest limits of the throne. Further away on the governmentally-icy walls of the palace, stout members of the King's personal household.

Sir Gerald read the proclamation, declaring His Majesty's pleasure touching his royal coronation and the solemnity thereof. "The reading took nearly 10 minutes," opened with a reference to "the favour and blessing of almighty God" and spoke of "our princely care for the preservation of the last remnants of the heritages of our loving subjects."

### Big Prize For Air Race

Race From England To South Africa In September

Sir Alan Cobham announced that L. W. Schlesinger, South African millionaire, has given £10,000 (\$50,000) prize money for the proposed air race from England to South Africa to coincide with the British empire exhibition at Johannesburg.

Schlesinger is promoting the race with Cobham, himself a pioneer long-distance flyer, as consultant. The Johannesburg exhibition opens Sept. 15 and will run until Jan. 15, 1937. The air race proposal has the approval of the British air ministry and the South African government to promote every assistance.

Entire organization of the race will be undertaken by the Royal Aero Club of Great Britain and participation will be limited to British empire pilots and aircraft. In this respect it will differ from the London-to-Mohamra race of 1934 which was open to all-comers.

Cobham said Schlesinger's motive in arranging the event was the promotion of commercial aviation and the furtherance of air interest on the part of citizens of the British empire. But chiefly, he said, the race was intended to focus attention on the Johannesburg exhibition.

Cobham added the race would leave London in September and start when it will be possible to spend a weekend in Johannesburg. Possibly, he predicted, the flight will be accomplished in two days.

### Feather In Your Cap

Phrase Originated From Custom That Is Almost Universal

This phrase means that something is an honor to you. The allusion is to the very general custom in Asia and among the American Indians of adding a feather to the headdress for every enemy slain. The ancient Lydians, and many others had a similar custom, and it is still useful for the English sportsman who kills the first wild boar to put a pig's tail feather and stick it in his cap. The custom in one form or another seems to be almost universal. In Hungary at one time no one might wear a feather but he who had slain a Turk, and it will be remembered that when Gordon quelled the Taping rebellion he was honored by the Chinese government with the "yellow jacket and peacock's feather."

### New Comet Found

Will Be Visible To Naked Eye Late Next Month

The new Pelletier Comet, first to be found this year and first to be visible to the unaided eye since 1927, will swing into the range of vision late in July, Harvard College Observatory announced.

Still 120,000,000 miles from the earth, the comet has increased its apparent brightness from ninth to eighth magnitude in four days and by the end of July, before it starts to recede, it will be between sixth magnitude and within 20 million miles.



## To Have and to Hold

Men who are wedded to the practice of "rolling-their-own" honour and cherish Ogden's. They KNOW that Ogden's Fine Cut is a mighty pleasing tobacco, that it's always mild and soothing—the cigarette tobacco "to have and to hold." Now that better times are here, roll-your-owners everywhere are picking Ogden's because Ogden's is better. The package is better, too—because it has the purple easy-opening ribbon for removing the Cellophane. "Chantrelle" or "Vogue" papers are the ideal mates for such a grand cigarette tobacco.

# OGDEN'S FINE CUT

P.S.—Your Pipe knows Ogden's Cut Plug.

### SELECTED RECIPES

#### SHORTCAKE BISCUITS

- 4 cups flour
- 4 teaspoons Magic Baking Powder
- 4 teaspoons salt
- 4 tablespoons shortening (½ butter, ½ lard)
- 1 tablespoon sugar

Milk sufficient to make soft dough, about 2½ cups.

Sift together three times flour, baking powder and salt. Cut in the shortening.

Add milk to make soft dough. Turn on floured board. Pat or roll lightly "1" thickness. Cut rather loosely.

On flour board. Bake in oven 250 degrees F. 15 to 20 minutes. When done split and spread with creamed butter. Put between biscuits some crushed and sweetened strawberries.

The biscuits may be covered with whipped cream, and the juice from the fruit poured round the dish or served at the table as many people do not like the short cake biscuit soaked with juice.

A Leytonstone, Eng., confectioner constructed a cake model of Westminster Abbey. The model weighed a ton.

She: You think more of that old wireless set than you do of me." He: "Well, I get less interference from it."

You can't fatten a hog by feeding it occasionally, and a prosperous business can't be built up by advertising occasionally.

Medical service by aeroplane has been inaugurated in White Russia.

### Famous Canadian Artist

Homer Watson Dies In His 81st Year

Homer Watson, one of Canada's outstanding artists, died at his home near Kitchener, Ont., in his 81st year. He had been ill for several months.

In the same rural community where he died, Homer Watson was born in 1856 and began his art career without tuition of any kind.

In 1880 the Marquis of Lorne purchased "The Pioneer Mill," exhibited by Watson at the Royal Canadian Academy. This painting and another of Watson's early works, "Last of the Drought," went to the private collection of Queen Victoria. Watson's fame spread and he made several trips to England, exhibiting with the famous artists of his day.

His outstanding contribution to the history of the Great War was his panoramic "Valcartier Camp," done under assignments by the Canadian government in 1914.

A train ferry will soon enable railway passengers to go from London to Paris without leaving the train.

It is estimated that a person has approximately one chance in 3,388 of being killed outright in an automobile accident.

"The women certainly are patronizing barbershops nowadays." "Yes, and it serves some of these talkative barbers right!"

Moscow, Russia, has opened a theatre for the deaf and dumb.

**ENJOY!**  
**WRIGLEY'S DOUBLEMINT CHEWING GUM**  
THE FLAVOR LASTS

**Purity Flour — the very "flower" of the world's best wheat — is always uniform and dependable — rich in nourishment and flavor — for cakes, pies, flaky pastry and bread. A strong flour that goes farther.**

# PURITY FLOUR

*Best for all your Baking*





## The Champion Chronicle

L. A. STARCK  
Editor and Publisher

Thursday, June 11, 1936

Moisture registered in the district for the month of June 1935 totals .98 while this year 3.50 inches have been registered up to date. Crop prospects are excellent with all grain showing splendid color and growth. Grasshoppers were causing considerable damage but it is hoped that the rain would help infested areas.

### Wanted 200 Ladies

Ladies are invited to attend the Cooking school on Saturday, June 20th in the Community hall dining room. Miss Dickson Riley, food specialist and lecturer will be present.

### Wanted to Buy

30 ft. or larger cultivator and mower, both in good condition. Send card with price to A. Tekamp, Champion.

## CHAMPION GROCETERIA

Oteg, the new Scientific Egg preservative sufficient for dipping 300 eggs per tin.....**1.00**  
These Oteg dipped eggs will boil, poach, whip or fry like fresh eggs even after 12 months.  
Cantaloupe large and ripe each.....**20c**  
Libbys Dill Pickles, 2 1-2 tins, each.....**25c**  
Mazola oil, pint tin each.....**35c**  
Chan, floor wax per tin.....**55c**  
Fresh Strawberries, Lettuce, Cukes, Celery, etc

**E. LATIEF**

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COMPANY LIMITED  
OPERATORS OF COUNTRY ELEVATORS  
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SOLICITOR, DARRISTEER, NOTARY  
VULCAN

At U. S. Alexander's office  
every Thursday

**Dr. DAVID NICOL**  
DENTAL SURGEON  
In Champion Thursday

Mrs. Gordon Ross and son of Calgary visited this week at the home of Mrs. Rouse's parents, Mr. and Mrs. J. T. Stephenson.

### Card of Thanks

Mrs. Hargreaves wishes to thank all those who were so kind to her in her recent accident.

### Card of Thanks

Mr. and Mrs. McLeod and family wish to express sincere thanks to all those who brought books, flowers, candy, ice cream, oranges and sent letters to Mary during her recent illness.

Group No. 2 of the Ladies Aid are serving supper at the Savoy hotel on Saturday, June 13th, from 5.30 p.m. to 8 p.m. Menu consists of: Roast Beef or Pork with Gravy

Scalloped Potatoes  
Perfection Salad  
Relish  
Pie  
Tea or Coffee  
Price, adults 35c, children 25c

## Local & General

Mrs. Henry Harting is a patient in the local hospital.

Mr. and Mrs. Roy Johnson of Lethbridge were Champion visitors last week.

Champion met defeat at Enchant on Wednesday afternoon by a score of 8-6.

Miss Letha Hopkins has accepted a position in the Bakery operated by V. Jensen.

Arthur Ulrich underwent a minor operation in the local hospital last Saturday.

Maed got a Summer Cap, 35c to 50c at Campbell's.

Mr. and Mrs. Tom Skelton of Chatham are spending a few days visiting in the district.

Mrs. P. Lukins is visiting at High River guest at the home of Mr. and Mrs. W. Collison.

Mrs. Gertrude Verduyn has accepted a position in the Metropolitan store in Lethbridge.

Miss Florence Woodhall R.N. of Lethbridge is visiting at the home of her sister, Mrs. Harvey C. Jopling.

For the Ladies! Silk Under-slips, wonderful values, 95c to \$1.50 at Campbell's.

E. L. Langston is relieving at the station while J. Collins is in Edmonton attending Grand Lodge.

W. Collison was recently transferred to Ensign where he will have charge of the Pool elevator.

Larry Hage returned to his home for holidays, having completed his Junior year at the High School in Kent, Wash.

Something New! The invisible fly swat. "They can't see it coming." 10c each at Campbell's.

Geo. Smith, who left recently for Los Angeles, was forced to return to Champion due to lack of proof of citizenship.

Mrs. G. Urquhart and Mrs. F. Cever were joint hostesses at a tea on Friday, at the home of the latter, where they entertained twelve ladies.

Horace Gill, M. Slemon and D. Watkins jointly celebrated their birthdays on Friday, June 5th. They all report an interesting and enjoyable time.

Lou Harburt of Los Angeles renewed acquaintances in town last week. He later left for Bow Island to look after business interests at that point.

Be Yourself, get inside our Summer Underwear, feel comfortable, all styles from 45c up at Campbell's.

The local orchestra motored to Warner Friday where they played to a large crowd. Following the dance they were entertained at the home of Mr. and Mrs. W. S. Ryan.

The ladies of Champion and district are cordially invited to a meeting in the United church on Tuesday, June 16th at 3 p.m. when Mrs. Gustick will be the speaker.

Commencing late Friday evening a splendid rain fell over the district and at noon Monday 172 inches of moisture was registered. The rain at this time will assure rapid growth for some time and also prevent hoppers from working.

The picture show is drawing large crowds due to the good pictures being shown.

Mrs. F. Clever entertained at two tables of bridge Saturday evening. Prize winners for the evening were Mrs. C. Williamson first, Mrs. R. D. Farries, consolation.

Among Lethbridge visitors Saturday were: Mrs. C. Williamson, Mrs. A. W. Jopling, Ruth Jopling, Miss Schultz, Miss H. Holm, Miss A. Grocock and others.

Luscious Strawberries, Gold on Ripe Bananas, Canteloupes and lots of other Good Things to Eat at Campbell's.

Mrs. Bastin, Mrs. Aleck, Mrs. R. T. Baker, Mrs. Baker Sr., Mrs. M. G. Clever motored to Haines on Wednesday where they were entertained by the members of the Barons W. F. A pleasant afternoon was enjoyed and an interesting musical program was given.

Roy Robinson of Lethbridge, who has been visiting in Champion for the past week, will remain here for the baseball season, having joined the pitching staff of the local club. His work in the game recently with Vulcan was highly commendable, having had fifteen strikeouts to his credit and winning the game by a shut out. His addition to the team will add greatly to its strength.



**Be Happy on the HOLIDAY!**

Come in today and get that new set of

**GOOD YEAR PATHFINDERS**

Size 20 x 30	<b>6.00</b>
Size 20 x 4 1/2	<b>8.50</b>
Size 20 x 4 1/2	<b>9.50</b>
Size 20 x 4 1/2	<b>10.50</b>
Size 20 x 4 1/2	<b>11.25</b>

Other sizes equally discounted

You'll never regret it! Pathfinders are the lower-priced Goodyears with full centre traction tread that give you all the sturdy, safe, long-wearing qualities that have made Goodyears famous—at an economy price!

Our Service is Prompt!

**GRANLIN MOTORS**

(Ford Sales & Service)  
Champion, Alberta

## This Weeks Special for the June Bride

**Irish Linen Lunch Cloths**  
Hand embroidered with colored borders 54x54 ea. **2.25**

**Wool Cot Blankets**  
Bright plaids or plain colors Large size each **2.45**

**Rayon Bed Spreads**  
Colors rose, mauve, blue or gold Large size each **2.95**

**Large size Bath Towels**  
Pastel shades with fancy borders per pair **98c**

**Bed Sets**, large hemstitched sheets and pillow cases, colored borders, by Wabasso set **4.95**

**Curtain Sets**  
Ruffled edge and colored borders per set **95c**

**Vegetable Special** 2 cans Tomato 1 can Peas 1 can Corn the lot for **47c**

**Red Pie Cherries**  
Pitted 2 cans for **35c**

**Pork & Beans** Clark's with tomato sauce 22 ozs. **14c**

**Red Rose Coffee**  
lb. tin vacuum pack'd spec. **39c**

**5 string Brooms**  
Painted handles each **35c**

**Orange Marmalade**  
Shirriff's in glass jars each **25c**

**peanut Butter** in handy tea pot, Squirrel brand ea. **43c**

**Dill Pickles**  
Libby's 2 1-2 size cans each **25c**

**Dried Green Peas**  
3 lbs. for **19c**

**Fruit**, mixed peaches, apricots, prunes and pears 5 lb bag **79c**

**Cabbage**, new season firm heads 3 lbs. for **17c**

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**McCullough Bros.**

**Adam Zapple**  
PAGE MR NEWTON  
By JACK

